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[TITLE]
INTERNET ADVERTISING METHOD AND SYSTEM

[ABSTRACT]
The present invention provides an advertising method and system for displaying a designated advertisement only when contents or forms of a web page of a site, which a user connects with, satisfy a predetermined condition. An advertisement executing device, a condition table, and advertisement data are equipped in a computer of a user. If contents or forms of a web page which a user connects with, are consistent with a condition prescribed in the condition table while a user surfs the web using a web browser, an advertisement designated in a corresponding condition is executed. The advertisement data can be stored in a computer of a user, or equipped in another site. The advertisement executing device creates a log-file for the executed advertisement. When the number of logs becomes more than the prescribed number, or at an interval of the prescribed time, the advertisement executing device uploads a log-file to an advertisement managing server, and downloads the latest versions of an advertisement executing device, a condition table, and advertisement data, from the advertisement managing server. It is possible to grant an ID to each user, and to compensate for the frequency of watching the advertisement. The advertisement managing server can utilize statistical data regarding the advertisement execution which is composed based on the log-file received from the advertisement executing device, as a marketing material.

[Brief Explanation of the Drawings]

Figure 1 is a block diagram showing a configuration of an advertising system
        according to the present invention.
Figure 2 is a flow chart showing a process of an advertisement executing device
        which executes an advertisement upon satisfying the prescribed condition
        during web surfing of a user.
Figure 3 is a flow chart showing a process of the advertisement executing device

which uploads an advertisement executing log-file, and downloads new versions of the files by connecting with an advertisement managing server at an interval of the prescribed time.

Figure 4 is a different embodiment from Figures 2 and 3, and a flow chart showing a process of the advertisement executing device which uploads an advertisement executing log-file, and downloads new versions of files, when the prescribed condition is satisfied during web surfing of a user, and when the number of executing logs of the executed advertisement becomes more than the prescribed number.

[Claims]

1. An Internet advertising method comprising the steps of:
- capturing contents of a web page which a user connects to by using a web browser;
- comparing the captured contents of the web page with conditions prescribed in a condition table;
- if the contents of the web page are consistent with one or more conditions among conditions prescribed in the condition table, executing an advertisement designated in the corresponding conditions.

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